From: Tucker-Potter, Stacy
To: Stephen Newchok
Cc: Rellen Hayes
Subject: RE: Truman St Univ - RE: DOB concern
Date: Wednesday, June 26, 2019 11:39:00 AM

Thank you! I have forwarded this to IT to determine what their path forward will be. I will be in touch if they have additional questions.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Stephen Newchok [mailto:SNewchok@publishingconcepts.com]
Sent: Wednesday, June 26, 2019 11:19 AM
To: Tucker-Potter, Stacy
Cc: Rellen Hayes
Subject: Truman St Univ - RE: DOB concern

Stacy:

Hello! If your team does not feel comfortable sending that data, they are under no obligation to send it.

Date of Birth is useful for behind-the-scenes use only.

- Address/Phone/Email research
- De-duping records
- Ensuring Father/Son records are NOT marked as duplicates when Suffix is blank (this actually happened during a call yesterday)

A few things to clarify:

- Date of Birth never prints in the directory
- We generally do not collect this data (I would say never but I can't verify every project ever)
- If sending Year of Birth is acceptable, this is also helpful
- I have attached our security overview, if that is of any help.
- Again, if you do not wish to send, that is fine. Some clients do not even have this field.

Thank you very much for the question. We definitely understand! If we can be of any other help, please let us know.

Regards,
Stephen

Stephen Newchok
Publishing Concepts | Data Acquisition Leader
Proud PCI Associate since 1996

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Back-to-Back Winner! For two years in a row PCI has been named the "#1 Best Place to Work" in the state of Texas (The Texas Association of Business and the publishers of *Texas Monthly*) and in Dallas-Fort Worth (*Dallas Morning News*). Research shows that a highly engaged workforce drives higher overall client satisfaction.

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Wednesday, June 26, 2019 12:11 PM
To: Stephen Newchok <SNewchok@publishingconcepts.com>
Subject: DOB concern

We are in the process of pulling our data file with our IT team, and they had questions about why you request the date of birth. Since this is something you are not collecting, they are concerned that sending this information is sensitive in terms of potential identity theft and wanted to know the rationale behind sending it. I appreciate any insight you can provide.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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